



Tourism Studies at ACT

An education that takes you places







Hospitality is in our DNA

We see tourism as the future; an ever-booming business that never seems to fade, whatever the circumstances. People will always have the need to travel and move places, pursue their happiness, advance their career, enjoy an exciting new experience.

For Greece, tourism is part of our culture and the greatest industry in the country. Hospitality is in our DNA. Businesses revolve around it and professionals strive to become a part of it and gain from its winning trajectory.

ACT is now the first to offer a fully integrated solution in hospitality and tourism studies that will help both high school graduates enter the field and expand their knowledge, but also post-graduate students and business professionals to develop their skills and advance their career.

Are you ready to learn from the best professionals and academics?

The newest degrees in Hospitality and Tourism Management at ACT are the perfect opportunity to hone those skills and expand your knowledge of tourism and business.

Be part of the future!



Undergraduate Programs

Gain fundamental Business Administration knowledge from ACT

ACT's business curriculum is typical of the US university approach to a well-rounded comprehensive education, not mere functional training. It produces thinking leaders that can react to a dynamic environment. The program challenges students to become successful managers and leaders in their respective countries and internationally.

The school's involvement in the Balkan business network ensures an abundance of real-world examples and applications of the concepts learned. Moreover, ACT's business courses are taught by seasoned practitioners, many with international business experience, who provide a practical global perspective of business.

Choose between 4 programs, according to your needs:

Program

01

BS in Business Administration with a concentration in Tourism

A four-year degree program at ACT

Accredited by NECHE in the US, validated by Open University, UK in Europe.



The Tourism concentration deals with the challenges and the opportunities of contemporary tourism and hospitality. You will learn to analyze market and investment opportunities in other countries. Through a careful blending of theory and practical applications, you will be prepared to pursue careers in local and international tourism and hospitality organizations.

Combine your Tourism major with a minor from another division or discipline and get ahead of the game.

Learn about all available minors at www.act.edu/undergraduate.

Program
02

Bachelor of International Business in Hotel and Tourism Management

2 years at ACT + 1 year at César Ritz Colleges Switzerland

Graduate with a Bachelor's degree from one of the top colleges in the field.



Spend 3 x 11 weeks at César Ritz Colleges Switzerland.

César Ritz Colleges Switzerland is one of the world's leading hospitality educational establishments, offering hospitality management courses that allow you to embark on a successful career in tourism and hotel management.

The experienced faculty supports students to develop their career path and provides the education and leadership skills needed to succeed in a competitive world. Students at the international Swiss hotel management school have the opportunity to explore the world of hospitality on guided international career trips and graduate with a real life business plan, ready to implement.

Term:01	Term:02	Term:03
Food Service Studies and Operations	Hospitality and Tourism Law	Statistics
Introduction to the Hospitality Industry	The Built Environment	International Politics
Business Writing	Managerial Accounting	Food service Systems and Control
Wine And Beverage Management	Cultural Diversity in Organisations	Hospitality Business
Language (French or German)	Elective (3 credit hospitality related course)	Elective (3 credit course)

*Start your career early with a 4 to 6 months paid internship in Switzerland or abroad.
Learn more about César Ritz Colleges Switzerland at www.cesarritzcolleges.edu*



Guaranteed internships in Greece or abroad!

Enjoy the full benefits of an intercollegiate program. Learn the fundamentals of business from the best in the business at ACT in Thessaloniki, before embarking on your next destination that will set the course of your path in the industry.



Program

03

Swiss Higher Diploma in International Hotel Management

2 years at ACT + 1 year at Hotel Institute Montreux Switzerland

Learn what makes a great hotelier from the best in the business.



Spend 2 x 11 weeks at Hotel Institute Montreux Switzerland.

As an international institute of hospitality and hotel management, the Hotel Institute Montreux supports the success of aspiring individuals through the development of strong hospitality management, interpersonal, language, and cultural skills. Hotel Institute Montreux offers a combination of business programs that blend renowned Swiss hospitality practices with contemporary American management expertise. This unique combination will prepare graduates for top end management positions in the world of hospitality and business.

Term:01

Food & Beverage Service
Theory & Practical

Introduction to the Hospitality Industry

Food Production Theory & Food Safety

World Cultures & Costums

Principles of Management

Term:02

Food & Beverage Management

Bar & Beverage Management

Front Office Management & Operations

Housekeeping Management

Hospitality Sales & Marketing

Marketing Management

Language 2 (French or German)

Start your career early with a 4 to 6 months paid internship in Switzerland or abroad.

Learn more about Hotel Institute Montreux Switzerland at www.hotelinstitutemontreux.com

Program

04

Bachelor in Tourism and Hospitality

2 years at ACT + 2 years at St. Thomas University in Miami Florida

An unequaled wealth of opportunities in South Florida.



On your 3rd year of studies you will transfer to St. Thomas University in Miami Florida to complete your education and specialize in Tourism and Hospitality Management. The degree in Tourism & Hospitality Management prepares students for management and administrative careers within the tourism/hospitality industries. Internships opportunities enable students to combine theory and experiential learning under the guidance of departmental faculty and industry professionals. South Florida provides an unequaled wealth of opportunities, in addition to positions worldwide having included Canada, Honduras, Brazil, Germany, Ireland, Mexico, US Virgin Islands, Panama, Japan, Israel, and Spain.

Learn more about St. Thomas University at www.stu.edu



Graduate Program



MS
Program

Master of Science in Hospitality and Tourism Management 3 terms at ACT + a paid internship

Hands-on experience working with seasoned industry professionals.



Why choose the MS in Hospitality and Tourism Management at ACT?

- ▶ Remain competitive within the tourism and hospitality industry.
- ▶ Enter the field for the first time as a trained professional.
- ▶ You may be striving for pure personal growth, or you may want to start your own business.
- ▶ You may be pursuing a top management position, or you may already be there – without the advanced business training the position demands.

What We Offer

- ▶ A highly flexible MS program that is tailored to your needs.
- ▶ An MS you can complete in 1 year, with only 3 terms of studies at ACT.
- ▶ Classes held twice a week in the afternoon, to accommodate working professionals and those living outside of Thessaloniki.

THE PROGRAM AT A GLANCE

Students have to complete 9 courses in total, across the four terms (2 or 3 courses per term)

CORE COURSES:

- ▶ Strategic Management
- ▶ Operations Management
- ▶ Corporate Finance
- ▶ **Internship**
- ▶ **Applied Project**

ELECTIVE COURSES:

(students have to choose 4 out of 7 offered)

- ▶ Hospitality Management
- ▶ Tourism Marketing
- ▶ HR in Tourism
- ▶ Revenue Management,
- ▶ Tourism e-business
- ▶ Events Management
- ▶ Destination Management

The duration of the whole program could vary from:

- A 12-month period, for those attending on a full-time basis, or
- A 24-month period, for those selecting a part-time basis

Guaranteed internship placement for all:

- ▶ ACT has developed strategic partnerships in order to provide all MS in Hospitality and Tourism Management students with an internship during their final semester, stretching from May to September.
- ▶ Strong industry synergies with hotels, associations, agents, etc.
- ▶ Expected collaborations and exchange programs with famous US colleges.



The ACT experience

- Courses taught by a mix of academic faculty and seasoned professionals with exceptional academic credentials and substantial managerial and executive leadership experience in organizations across the world and including Greece and Southeast Europe. They are in touch with current business issues, and bring a wealth of practical business knowledge, and pragmatic thinking, to the classroom.
- The only program in Northern Greece that's accredited by NECHE, the agency that accredits most prestigious universities such as Harvard, Yale, MIT, and Brown.
- World class facilities on a true college campus.
- A program with a distinct international flavor with students from Greece, the U.S., Bulgaria, Serbia, Albania, North Macedonia, Montenegro, Russia, Germany, and Austria among others.
- A program that provides access to the network of over 10,000 Anatolia and ACT alumni that lead industry and government organizations across the world.
- The only program backed by more than 130 years of experience in education and the name *Anatolia*.

“ The only program backed by more than 130 years of experience in education and the name ANATOLIA. ”





STRATEGIC PARTNERS:

MEMBER OF:



ACADEMIC COLLABORATIONS:

WITH THE SUPPORT OF:



HALKIDIKI HOTEL ASSOCIATION



PROGRAM PARTNERS:
